

DOWNTOWN MORGAN HILL

Placemaking Investment Strategy

May 21, 2014

It's happening!



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Placemaking Investment Strategy

TABLE OF CONTENTS

1. INTRODUCTION

- a. Overview
- b. Background
- c. Recent Efforts & Guiding Documents
- d. Land Assembly & Development Opportunities
- e. Downtown Bonds

2. GOALS, POLICIES AND STRATEGIES

3. ENGAGEMENT PROCESS AND THEMES

4. DOWNTOWN PLACEMAKING INVESTMENT STRATEGY

- a. Placemaking Investment Strategy Overview
- b. Placemaking Investment Strategy Narrative

5. FINANCE PLAN

6. APPENDIX

- a. Project Description and Cost Estimates
- b. Engagement Process
- c. Community Feedback on Downtown Projects Outreach
- d. City of Morgan Hill Downtown Improvement - List of Potential Projects
- e. Reference Materials Available on the City's Website (www.morgan-hill.ca.gov):
 - i. [“Ideas Book” on Tourism](#)
 - ii. [Downtown Specific Plan](#)
 - iii. [Long Range Property Management Plan](#)

Introduction

Overview

The purpose of this document is to provide the framework for selection, programming and funding of Morgan Hill public infrastructure and place-making improvements including those creating welcoming, attractive and accessible spaces crucial to the success of the Downtown. This framework is intended to also reinforce Morgan Hill's unique history, its arts, culture and creativity, while supporting a broader goal of change, growth and transformation in the Downtown in a way that will enhance the character and quality of life.

This framework, called a Placemaking Investment Strategy, is intended to yield social and financial dividends. It builds upon planning and community involvement and includes the key components of public infrastructure, parks, trails, public art, pedestrian and bicycle amenities, landscaping/beautification, and lighting, both for safety and aesthetics. Recommendations regarding investment choices originate from guiding documents, developed after years of evaluation, study and community engagement, including:

- 2001 Parks and Recreation Programming Master Plan
- General Plan
- 5-Year Implementation Redevelopment Plan

- 2009 Downtown Specific Plan
- 2009 Bikeways and Trails Master Plan
- 2011 Monterey Road Streetscape Schematic Report
- 2012 Downtown Parks and Open Space Discussion
- 2013 Economic Development Symposium
- 2013 Ideas Book on Tourism
- 2014 Community Outreach

The most recent effort regarding Downtown public improvements concluded with a series of meetings, surveys and conversations with residents; citywide and in the Downtown, property owners, businesses, the Downtown Association, Chamber of Commerce and the Property Base Improvement District (PBID).

The goal of the Placemaking Investment Strategy is to build on the current success of Downtown, leverage upcoming redevelopment of the Development Opportunity Sites (former Redevelopment Agency sites), and capitalize on the momentum of the current market to create an interesting, vital, prosperous, and sustainable destination that people will visit time and time again with their families, two-legged and four-legged friends.

The 2009 Downtown Specific Plan said it best with a vision of Downtown as “a place where residents from all segments of the community can live, work, meet, shop, dine participate in public celebrations and share in the richness of Morgan Hill’s community life.”

Make Downtown the most....

walkable,
bike-friendly,
urban,
family-oriented, and
transit oriented

Neighborhood in Morgan Hill

- Ensuring adequate and well placed public parking is available
- Cohesively linking parking, housing, and retail
- Merging public art, culture and history
- “Activating” 3rd Street and Downtown
- Building park, trail and other amenities that provide gathering places, as well as active and passive play and rest areas, and community linkages

The success of today’s Downtown is a result of thoughtful planning and strategic investments. With this Placemaking Investment Strategy, the City has the opportunity to make long-lasting changes which will help guide \$25 million of bond-related projects and the future redevelopment of the Downtown Opportunity Sites, making the Downtown neighborhood a place that fosters livability, prosperity, and sustainability.

This can be accomplished with attention to design detail and installation of public amenities that support the buildings and infrastructure. Universal themes for investment include:

- Furthering the Redevelopment Plan, General Plan, and Streetscape Plan
- Advancing the Downtown Specific Plan’s vision
- Investing public funds in a manner that serves as a catalyst for realizing the retail and housing vision for downtown

Background

Thoughtful planning has made Morgan Hill one of the most desirable communities in Santa Clara County. Morgan Hill is home to a population of over 41,000 residents and 17,500 employees. Morgan Hill's ideal location in Silicon Valley offers the opportunity for year 'round recreational activities, including cycling, golfing, swimming and boating. Smart planning has resulted in world-class recreational facilities for residents and visitors, making Morgan Hill a sports recreation destination.

Public Art has also played a role in shaping Morgan Hill. Throughout the community are unique art pieces and sculpture that are imbedded in the City's rich quality of Life. From "Waiting for the Train," "Liberty," "Story Time" sculptures, murals (temporary and otherwise), "Sister City Treasures" and the Library Wood Quilt, public art has helped define our sense of place as it celebrates the City's history and provides purpose in our public settings.

Downtown contributes to the charm of the city with over 30 restaurants, boutiques stores, historic buildings, and local street fairs with festivals that attract 250,000 visitors each year.

From adoption of the Ojo De Agua Community Development Project Area (Redevelopment Plan) in 1981 to the dissolution in 2012, the Morgan Hill Redevelopment Agency undertook and completed multiple projects that directly contributed to

Morgan Hill's economic development and quality of life. Agency projects reduced blight and provided critically important infrastructure to support the City's ongoing growth and development. Notable successes included the construction of intensely utilized community and recreation facilities and an award winning affordable housing program. Activities also focused the revitalization of Morgan Hill's Downtown, which continues to be a primary focus of the City's work to support the community's goals for economic development and placemaking, the production of a wide variety of housing types, recreational amenities, environmental sustainability and quality of life.

Past actions have promoted the Downtown as a commercial destination, encouraging the City's highest density residential development, promoting mixed-use development with residences above ground-floor commercial uses, including unique, niche retail businesses. This vision is furthered by the Downtown Specific Plan approved in 2009, which promotes a vision of creating an active Downtown village through intensifying residential, retail, restaurant, and entertainment uses, within an urban setting improved with unified landscaping and streetscape improvements.



Previous investments include:

- Community Facilities: The construction of the Community and Cultural Center (CCC) and Gavilan Community College expansion classrooms offering the community extended evening opportunities, meeting and event facilities and an amphitheatre for outdoor events, bringing over 50,000 people to downtown each year.
- Streetscape Improvements: The reconstruction of 3rd Street into a promenade that articulates the importance of 3rd Street as the east/west connection, anchoring downtown with retail, public spaces and Caltrain and regional VTA bus services.
- Public Art: Major investments that contribute to the arts include the construction of the Community Playhouse, home to the South Valley Civic Theater, the relocation/rehabilitation of the former historic Morgan Hill Elementary School building, now the Stratten School, the water play feature at the CCC and the many sculptures and murals that depict the rich history of the community.

- Street & Roadway Improvements: Undergrounding of utilities and decorative and safety street lighting; crosswalks, traffic calming, signage and signals.
- Public Parking: The construction of hundreds of public parking spaces and parking lots in support of retail, restaurants, entertainment, festivals, markets and community celebrations.
- Caltrain: The construction of the parking lot improvements with VTA to service Caltrain riders, the construction of the train station café and public art to welcome visitors and residents to Downtown Morgan Hill and improvements to transit facilities.
- Community way-finding signs.
- Rehabilitation of buildings, facades and signage replacement.
- Connections to sidewalks, paths and public facilities.



Recent Efforts & Guiding Documents

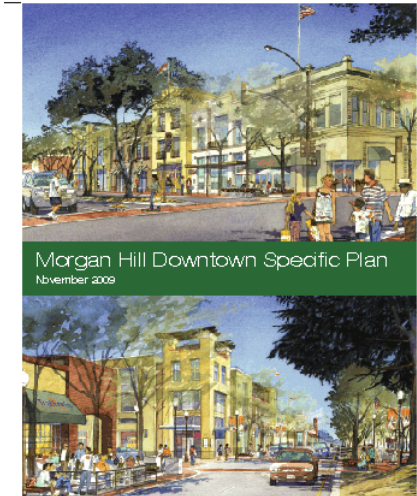
An ever evolving discussion through extensive community outreach over the last 25 years has resulted in a number of guiding documents that present a vision of Downtown development—a vision that will guide the physical development of new buildings, infrastructure improvements, and public spaces as well as help define the culture and history of the community.

Beginning in 1980, a series of public workshops were held to discuss downtown revitalization. From these discussions, the 1981 Downtown Plan emerged that created Morgan Hill's unique downtown image and character. In 2003, the community again came together to build upon the success of the original Plan. The 2003 Plan included many recommendations and guidelines for downtown improvements. In 2007, another update was initiated to refine land use and public improvement objectives and to add the necessary information so that it would become a "Specific Plan," which is a legal document that supplements the City's General Plan and Zoning Ordinance.

The Downtown Specific Plan was adopted in November 2009 with the vision for Morgan Hill's downtown to be "a place where residents from all segments of the community can live, work, meet, shop, dine, participate in public celebrations, and share in the richness of Morgan Hill's community life."

The primary urban design goals and objectives addressed by the Specific Plan include:

- ❖ Creating an active downtown village through intensifying residential, retail, restaurant, and entertainment uses, within an urban setting improved with unified landscaping and streetscape improvements;
- ❖ Making Monterey Road and Third Street more pedestrian and retail friendly; improving other roads with better street lighting and streetscape improvements;
- ❖ Strengthening Downtown's identity and scale with new design related to a traditional character; and
- ❖ Creating visual and physical linkages to downtown with landscaping, bike paths and entry area features; linking downtown commercial uses to common parking areas available to the general public.



In 2013, Economic Development efforts have informed the discussion of Downtown development through an Economic Development Symposium and an “Ideas Book on Tourism” developed to provide a broader vision for downtown activation.

Key themes emerged suggesting that the success of Downtown will require the attention to, and fine balance of 1) housing, 2) transportation amenities (including parking) and 3) retail placement in the future development. More specifically, those themes suggest:

- Continue to support housing development to create synergy and nurture Downtown business while concentrating urban living opportunities near business and transit
- Connect Housing along Butterfield Blvd. and areas just outside of the area, to the Downtown
- Ensure active retail development on 3rd Street; create a retail spine/connection from the transit center and link it to the west Third street park and trail area
- Build the parking structure on the west side of the railroad tracks to bring people into Downtown in support of the existing retail, residential and office space as well as community festivals and events
- Make the Train Station welcoming with clear views to the Downtown; think more strategically about the future of train and bus linkages with other modes of

transportation that arrive to and depart from Downtown.

- Create additional active leisure opportunities
- Link City industrial centers to Downtown with pedestrian and bicycle paths and visual cues such as signage.

Additional themes developed from efforts focused upon “placemaking” and emphasizing Downtown’s cultural, recreational, historic and creative vitality. These themes include:

- Act upon the opportunity to design enhanced Monterey Road Streetscape and parking lot improvements
- Look for initiatives to improve the streetscape by removing clutter and activating the public realm with events, public art, retail markets, hikers, bicycles, and history
- Consider the creation of parklets in Downtown as a partnership with other community groups with a focus to create interesting spaces and activate the public realm
- Explore activation of sidewalks by encouraging temporary sidewalk uses and placement of temporary art
- Identify programming for 3rd Street to connect major parking supply to Monterey Road

- Build a parking structure to support retail, events, create expanded linkages of recreation and transit
- Evaluate the market for boutique hotel as well as full service hotel alternative with conference facilities to fill the needs of residents and tourists seeking and to reinforce Downtown as a destination
- Celebrate Downtown as the “hub” of Santa Clara County’s Wine country
- Create an active and visually attractive Downtown
- Provide unique experiences as part of Placemaking
- Expand restaurants to help other uses
- Ensure visual and physical connections to nature and public facilities
- Carefully design retail space to maximize economic development



Street Scenes—2013 Downtown Parklets Project

Morgan Hill offers all the amenities that a weekend-get-away would demand (wineries, charming downtown, fine-dining restaurants, shops, outdoor facilities, etc.). However, many people, including our own residents, have forgotten about or are unaware of this array of great amenities. This creates a new opportunity to brand the city as the perfect weekend destination, and as an alternative to other California wine regions.

With this in mind, a Tourism Alliance was formed in early 2013 which include a wide-range of community-based organization and hospitality industry representatives. The Tourism Alliance created an “Ideas Book on Tourism” that identified over 70 ideas to promote tourism, activate Downtown and add to the effort to create placemaking.

Ideas include:

- Improve alternative modes of transportation offerings, including offering Segways for rent, bike rentals, improving bike lanes and providing a shuttle service to ease access around Downtown
- Offer activities that will keep people in Downtown longer like a wine tasting room, an ice rink in winter and a Downtown hotel

- Support development of additional venues, like a natural park/trail along the creek with interpretive features
- Make Downtown friendly to families and pets
- Support development of a Downtown hotel
- Support live music and entertainment
- Consider developing a gateway sign for Downtown
- Consider signage to draw people Downtown

These tourism strategies speak to an active and welcoming Downtown and inform a Placemaking Strategy that can support the vision to make Downtown Morgan Hill a tourist destination.



Land Assembly and Development Opportunities

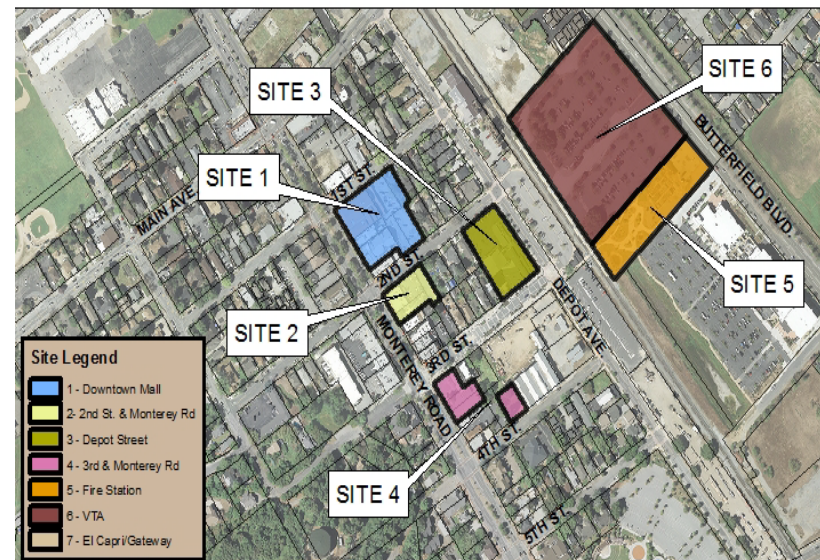
The Morgan Hill Redevelopment Agency acquired sites primarily within the Downtown, in order to promote the redevelopment of those properties to support the ongoing revitalization of the Downtown area as a unique commercial destination and mixed-use residential neighborhood. These actions were consistent with the 2010-2014 Redevelopment Agency Five Year Implementation Plan which anticipated funding a variety of projects and programs for the Downtown with the goal of making the Downtown a more vibrant destination for residents and visitors.

The mission included significant public investment to attract and stimulate private development to retain and restore older buildings and redevelop vacant and underutilized properties, which are often sources of blighting conditions. The Five Year Implementation Plan identified the need to publicly assemble parcels targeting buildings that were functionally obsolete and of varying condition, in strategically important locations of Downtown.

This Land Assembly Program consisted of acquisition of key “catalyst” sites in the Downtown. In partnership with the private development community, it was then the intent of the Redevelopment Agency to create enhanced commercial,

residential, or mixed-use development of those parcels in support of the City’s General Plan and Downtown Specific Plan

These land acquisitions included three catalyst sites along Monterey Road, the primary retail/restaurant street within the Downtown, an option to purchase a property located within the area of the Downtown closest to the transit station (referred to as “Site 3 – Depot Street”), and a minority interest in the “Park and Ride” lot (“Site 6 – VTA” jointly owned with the Santa Clara Valley Transportation Authority) located on the eastern side of the Downtown.



In 2011, the Governor dissolved Redevelopment Agencies throughout the State as part of the 2011 Budget Act. The Morgan Hill RDA was officially dissolved, along with all other redevelopment agencies, as of February 1, 2012. As a result, the “catalyst” sites which belonged to the RDA, are required to be used or disposed of pursuant to a Long Range Property Management Plan (LRPMP).



The City of Morgan Hill Successor Agency prepared a LRPMP consistent with the community’s goals, as expressed within the City’s General Plan, the Downtown Specific Plan and through recent community participation. The LRPMP was approved by the State Department of Finance (DOF) in March 2014.

The LRPMP calls for the disposition of the “catalyst sites” as part of a comprehensive Downtown revitalization strategy and promotes high value for the subject properties, while aligning them with regional planning goals as expressed through the Plan Bay Area Sustainable Community Strategy. Combined with infrastructure investment, these sites still represent a rare opportunity to attract new investment, tenants and business to Downtown Morgan Hill.

Downtown Bonds

In 2008, the Morgan Hill Redevelopment Agency issued Municipal Bonds to finance various projects benefitting the Morgan Hill Redevelopment Area, including:

- i. the construction, improvement and renovation of community facilities,
- ii. the reconstruction, widening and extension of various roads and streets,
- iii. the installation and construction of sidewalks, gutters, landscaping, traffic signals, speed cushions and other traffic calming facilities and other street improvements,
- iv. the design and construction of flood control improvements,
- v. the expansion and improvement of sewer treatment facilities,
- vi. the undergrounding of utilities, and
- vii. various Downtown revitalization and improvement projects, including among others, the acquisition and rehabilitation of commercial and retail spaces and the development of parking facilities.”

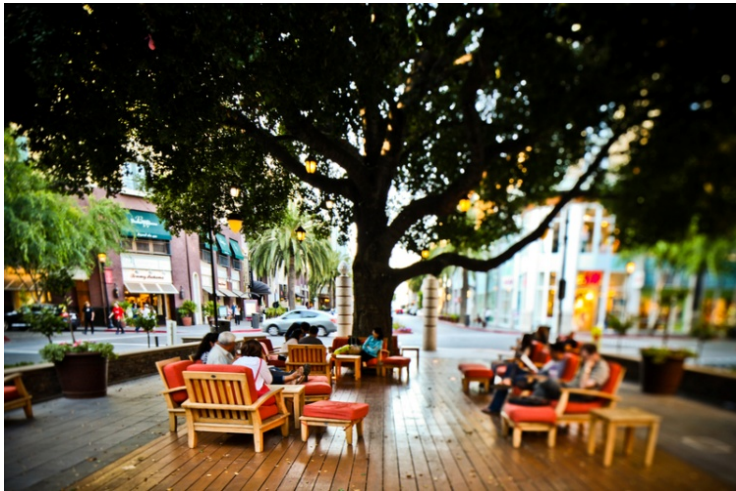
From June 2011 to June 2013, the Successor Agency’s bond proceeds were frozen due to the RDA dissolution process. A legal settlement with the State of California and County of Santa Clara taxing agencies and the receipt of a Certificate of Completion from the State Department of Finance clears the

way to allow the Successor Agency to spend the bond proceeds remaining from that 2008 sale for the purposes for which they were intended. A spending and implementation plan was approved by the Morgan Hill Successor Agency/City Council in 2012 and later refined in 2013, providing for the following investments to be made Downtown:

• Parking structure:	\$10.1M
• Monterey Road streetscape improvements:	\$2.9M
• Downtown side street improvements:	\$2.1M
• Investment with private development:	\$4.0M
• Median extension from Dunne south: (includes undergrounding of utilities)	\$1.0M
• Relocation the train passenger platform:	\$1.5M
• Option to purchase land at 3 rd and Depot:	\$2.0M
• <u>Downtown parking lot improvements:</u>	<u>\$1.0M</u>
Total	\$24.6M

Even though the bond proceeds are not formally included in the LRPMP, the spending plan was developed in conjunction with the LRPMP to ensure that they are complimentary. Similar to the schedule of the LRPMP, the City is required to expeditiously spend its tax-exempt bond proceeds to comply with the law.

Goals, Policies and Strategies



The approval of the LRPMP paved the way for the development of the Downtown catalyst sites and provides critical access to the \$25 million dollars of the remaining 2008 bond proceeds for Downtown projects. This gives Morgan Hill a unique opportunity to significantly advance the vision of revitalizing Downtown.

The Downtown Placemaking Investment Strategy is a plan to invest public dollars to benefit Morgan Hill, the Downtown and the catalyst properties owned by the Successor Agency to

the former Redevelopment Agency in a way that is consistent with past guiding documents while balancing the community's goals and market reality.

As the decision making process evolves, key goals, policies and strategies can provide focus while identifying the path forward for strategic investments.

Engagement Process and Themes

OVERVIEW

The most recent engagement process related to the Downtown Placemaking Investment Strategy continues a commitment to community outreach and collaboration that resulted in the Monterey Road Streetscape Schematic Report (2011), Downtown Parks and Open Spaces Community Discussion (2012), the Downtown Specific Plan (2009), 2008 Bikeways and Trail Master Plans, 2012 Downtown Parks and Open Spaces Community Discussion as well as feedback generated by the 2013 Community Forum on Tourism, and the 2013 Economic Development Symposium.

Building upon information gathered by these efforts, a list of potential downtown improvement projects that could be funded with the bonds was developed. The list was categorized into six areas:

- Road Work
- Landscaping/Irrigation
- Parks Projects
- Utilities
- Storm, Sewer and Water Lines
- Streetscape Enhancements

This became the baseline upon which to build and provided an initial structure for input. The list was not exclusive, and grew as feedback was received. The main vehicles for gathering community input were community meetings and an online survey.

Email “blasts” and social media were used for broad notification of meetings and the online survey opportunity.



"The goal for Downtown Morgan Hill is to make the downtown the most walkable, bike-friendly, urban, family oriented, and transit oriented neighborhood in Morgan Hill"

OUTREACH MEETINGS

Over 80 individuals attended various meetings with the majority of attendees being Morgan Hill residents. The meetings also included residents from other communities that work or own businesses in Morgan Hill. Additionally, the final meeting included representatives from three design consulting firms.



The primary goals of the outreach meetings were to:

1. Inform the community of the bond proceeds available and the investment opportunity and timeline
2. Share the list of potential investments for Feedback
3. Gather feedback/input on the list
 - a. overall impressions
 - b. what the priorities should be
 - c. what's missing
 - d. what should not be considered

The meetings created an environment for excellent conversation and input. Meeting venues included the Mushroom Mardi Gras office with “Morgan Hill Presents” representatives, the Harris & Associates Office located in

Downtown, City Hall, BookSmart and the CCC. Significant time was spent at each meeting discussing improvements.

ONLINE SURVEY

131 individuals participated in the online survey which was available for a period of one week from April 21 through April 28. The survey included a link to the project list and 4 questions related to the primary goals for the outreach. Three questions were opened ended with the 4th and final question a rating. All questions allowed for comments. 283 comments were shared and captured through the online survey.

THEMES

The community was asked to review a list with over 52 projects, which grew overtime as a result of comments. During meetings the discussions were involved, the comments were many and varied perspectives and ideas were shared. Several recurring themes did emerge from the meetings and the online survey.

✓ Road improvements are Necessary and Positive for Downtown Side Streets.

Roadwork improvements for downtown side streets were a significant focus during every outreach meeting. There was a strong feeling that this is important work to do for all downtown side streets. One resident commented that "The downtown is our jewel and we should bring the

downtown streets up to the same standards as other areas of our community." At the same time there was a recognition that roadwork improvement could quickly use up all funding available for downtown improvements and choices would have to be made.

✓ **Improved Lighting Throughout Downtown**

Lighting, both functional and decorative, was a priority for all. Most important was the need to have the downtown streets more brightly lit for the safety of pedestrians walking on side streets and crossing Monterey Road in the evening. A desire was expressed for matching/consistent street light fixtures throughout downtown. With that said, the majority of participants felt that replacing the light fixtures on 3rd Street was not appropriate.

Decorative lighting to add a festive and vibrant ambiance to the downtown was seen as positive, with a reference to the lighting in downtown Saratoga as an example of lighting for the median strip. Improving the electrical service in the median on Monterey is a requirement for new lighting.

✓ **Street Calming Measures**

Significant input was provided regarding the speed and volume of cars on Monterey Road and the need for street calming measures on Monterey Road through the Downtown core. It is felt that the speed of traffic on Monterey Road makes the downtown less walkable and

bikable. Additionally, although sidewalk dining is a positive attribute of downtown, the traffic on Monterey makes the experience less enjoyable. Most were not in favor of more speed bumps ("mountains"). Several respondents thought intersection tables (raised crossings) might be a better choice.

The narrowing of Monterey Road came up again as part of the conversation on traffic calming. The community continues to be divided on this issue. Generally, Downtown Businesses were more in favor of a lane reduction while Downtown residents seemed to be against it because of potential traffic congestion. Proponents of the lane reduction noted that the recent completion of the Butterfield extension significantly changes the landscape and provides new opportunities for Downtown. The Butterfield extension allows for commuter traffic to be diverted from Downtown and allows for the lane reduction, which acts as a traffic calming measure, offers an opportunity for a dedicated bike lane, and reinforces Downtown as a play, shop and dine destination. It was also noted that most residents drive to downtown for dining and shopping with family and friends.

While there is no consensus on the narrowing of Monterey Road, the addition of bike lanes was generally supported by residents and businesses as well as bike enthusiasts,

including representatives from Specialized Bicycles, which see it as an opportunity to emphasize Morgan Hill as a recreation destination.

✓ **Safe, Visible Pedestrian Crossings**

Critically related and connected to street calming measures, was the theme of safe, visible pedestrian crossings with good lighting at night time. While neither bright flashing crossing signs nor the idea of crossing flags were popular, intersection tables were thought a good alternative for Monterey Road.

Two pedestrian crossings prioritized for improvement were the crossing at Del Monte and W. Dunne Avenue, as well as Del Monte at Main Street. Both of these intersections are thought to be extremely unsafe, particularly for youth that regularly cross them as a part of their route to school.

✓ **Maximize Undergrounding**

Undergrounding of the power and telephone lines that are present on most side streets in the core of downtown was seen as a necessary improvement, much like the roadwork improvements. A Downtown Association Board Member commented, "The more undergrounding the better". This seemed to be the overall feeling of participants of outreach meetings and the online survey. Considerations

included both the improved safety and reliability of having utilities underground as well as the improved aesthetic value to downtown.

✓ **Downtown Parks and Trails Support Downtown Activity**

In general, the community felt that parks in downtown were an essential part of activity and vibrancy. Concern was shared as to whether the park property on 3rd Street was visible enough. Input was shared that there should be several parks, not just one in downtown.

Creating Downtown trails was seen as very positive, and possibly even a higher priority than parks if they offered linkages to other trails in Morgan Hill.

✓ **Public Art**

Every outreach group and many survey respondents thought that public art would be positive and a beautiful addition to downtown, but at the same time felt that the bond money could be better spent on other priorities.

✓ **Bike Friendly = Bike Racks**

Feedback was that if we are going to have a bike friendly, bikable downtown we need bike racks. Even if Monterey is not narrowed, Downtown needs bike racks.

✓ **Downtown Beautification Through Trees and Flowers**

It was clearly shared through all outreach opportunities that the downtown trees and planters should not be removed, this included restaurant owners with sidewalk dining. The community likes the trees, flowers and the planters and wants them to stay. Adding more trees and landscaping would be seen as positive. To support the trees and flowers and any new landscaping, the irrigation system is a high priority for upgrading. Comments also included that if Downtown is to have plants and flowers, they should be real and not plastic plants.

Is New Furniture Needed?

It was commented several times that downtown furniture and trash receptacles had just been replaced in downtown and therefore there was a question of whether new furniture was necessary (the new trash receptacles were just replaced by the PBID in some places along Monterey Road only).

Downtown Placemaking Investment Strategy



The proposed Downtown Placemaking Investment Plan identifies funding for infrastructure, public facilities and other strategic investments building on the success of Downtown and is intended to create a *'there-there,'* making Downtown the most walkable, bike-friendly, urban, family-oriented, and transit oriented neighborhood in the city. This Investment Plan takes into consideration extensive community input and is consistent with previous Council discussions and direction regarding the expenditure of the bond proceeds. The Plan adds some additional creative thoughts about cementing art,

culture, history, community spirit and “pizzazz” in the City’s investment vocabulary.

A significant portion of the Placemaking Investment Plan is committed to the construction of a multi-level parking structure to provide 275 new parking spaces. This structure will enhance the parking supply, increase retail space, create an opportunity for placemaking with public improvements, enhance the visibility of an historic heritage oak tree and may function as shared parking opportunity with VTA/Caltrain in the future to spur housing development. Building parking spaces in a structure to the west side of the train tracks will increase the likelihood that train riders will patronize the Downtown. The structure is proposed to be reinforced to accommodate roof-top events of up to 250 people.



The next most significant investments are associated with much needed

infrastructure improvements for Monterey Road, side streets as well as park and trail enhancements. Infrastructure improvements will enhance visibility, increase safety, and beautify the streetscape for Downtown residents and businesses alike. These investments include undergrounding of utilities, upgraded street lighting on Monterey Road and the

side streets; improve existing parking lots, as well as roadway improvements.

Creating parks and new trails will extend the function of Downtown for both residents and visitors and increase the age appeal as these amenities will be conceived with all age groups and abilities in mind. New park and trail opportunities may very well be a major destination game-changer for Downtown. These improvements are proposed to be funded with Park Impact Fee dollars, to strategically leverage bond dollars.

Canvases for placemaking projects abound in the community's infrastructure. Investments like festival lights, temporary and permanent public art, flower baskets/planters, and other beautification efforts are also key. The investment in these improvements gives the Downtown the opportunity to become the palate for community expression, creativity and pride and may lead to the discovery of niches and riches that the City has heretofore left undiscovered.

Finally, as previously directed by the Council, a limited amount of money has been designated to remove development impediments.

An overview of the proposed Downtown investment projects is followed by a detailed narrative.

Downtown Placemaking Investment Strategy Overview

PARKING \$17.3 M



Provides for a 3-story, 275-space, parking structure with new retail/commercial space, solar panels and reinforced roof top for special events. Also provides road reconstruction, utility undergrounding and street lights for Fourth Street as well as improvements to surface parking lots.

SIDE STREETS \$3.15 M



Provides for utility undergrounding, street lights for 1st and 2nd Streets between Del Monte and Depot. Also provides for utility undergrounding on 3rd Street west of Monterey and removal of concrete bollards and park area on the east side of Monterey. Sidewalk repair is also included.

MONTEREY ROAD \$1.67 M



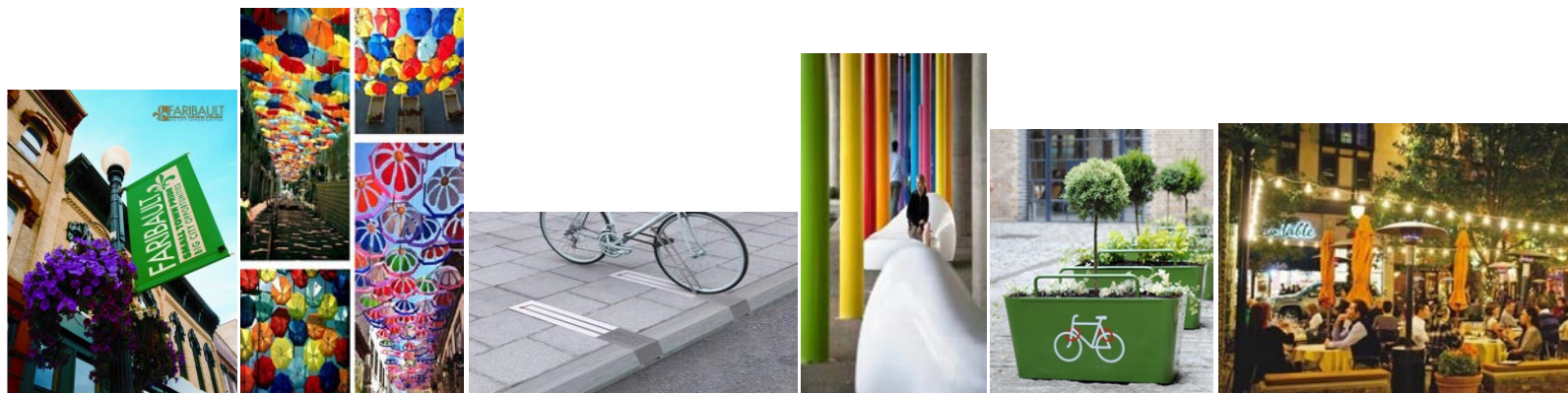
Provides for lighting, pedestrian cross safety improvements. Improvements to median include repair of irrigation and electrical systems, removal and replacement of unhealthy trees, new lighting, and landscaping.

PARKS & TRAILS \$1.15 M



Establishes new park areas and trails: A "Hilltop" Trail around Water Tower, a Third Street Park and a Depot Park. Provides for playground, dog park features and public art. Also provides safe routes to school pedestrian crossings at Del Monte and Dunne and Main St.

ART, LIGHTS, FEATURES & WAYFINDING \$0.5 M



Funding for various features and amenities that enhance public spaces, including flower baskets, public art, banners, wayfinding signage, festival lights and other features.

Downtown Placemaking Investment Strategy

As noted, the proposed Downtown Placemaking Investment Plan identifies five areas of investment: 1) Parking, 2) Side Streets, 3) Monterey Road, 4) Parks & Trails, and 5) Art, Lighting, Features, and Wayfinding. The proposed improvements in all of these areas provide infrastructure, public facilities and other strategic investments consistent with previous City Council direction and consistent with community feedback. Below is a detailed narrative of the envisioned improvements:

Parking

This recommendation includes funding for 1) a parking structure, 2) surface parking lot improvements and 3) street improvements to Fourth Street needed to support the parking structure.

The parking structure is envisioned to be located mid-block on Third Street on a portion of the “Sunsweet” property. The parking garage will be a 3-story, 275-space parking structure with 2,400/4,000 SF of new retail/commercial space fronting Third Street.



Two key features of the garage are solar panels and a reinforced roof to accommodate events of up to 250 people. The façade will be aesthetically pleasing, contributing to the character of the downtown.

Additional features include electric vehicle charging stations, EV spaces, bike lockers and bike racks. The parking structure will be designed to make the parking experience for downtown patrons and commuters as safe and inviting as possible. The new retail plays a key role by activating 3rd Street, providing enhance security and improving aesthetics.

Vehicle access will be from Fourth Street. To support the parking structure, Fourth Street (between Monterey and Depot) will be reconstructed with new curbs, gutters, asphalt roadway, utility undergrounding and street lights. Additionally, both water and sewer will be upgraded.

Finally, this package includes funding for re-paving, striping and new lighting for public parking lots where necessary.

Downtown Placemaking Investment Strategy Narrative

Side Streets

The focus of this recommendation is to enhance the side streets connecting the commercial hub of Monterey Road with the transit center and public parking supply located along Depot Street. The following streets will be enhanced with a major utility undergrounding, and new street lights:

- 1) First Street between Monterey and Depot
- 2) Second Street between Monterey and Depot
- 3) Third Street between Monterey and Del Monte

The clutter of overhead wires along these side streets presents safety and reliability problems with PG&E, Verizon, and Charter services and an extremely unattractive visual environment for residents and businesses. As proposed, these overhead wires will be placed underground in approved conduits. In addition, the removed wires will provide space for new LED street lights to be installed to improve safety and provide enhanced pedestrian comfort.

Some funding is also available to remove and repair damaged sidewalks throughout the entire downtown area bounded by Del Monte to the west, Depot to the east, Dunne Avenue to the south and Main Avenue to the north.

As the plan for Downtown matures and with the new parking structure placement on the Sunsweet site now identified, new functional improvements will be made to the Third Street Promenade project, including removal of concrete bollards, removal of the fountain and park area, and establishment of a pedestrian and bicycle friendly thoroughfare between Monterey Road and Depot.



Before



After

Downtown Placemaking Investment Strategy Narrative

Monterey Road



The recommendation for Monterey Road features improvements to Monterey Road through the Downtown addressing pedestrian safety and enhancing the visual appeal of the median. Each intersection will be improved for pedestrians by employing measures to make pedestrians more visible to vehicle traffic, including better lighting, pedestrian activated warning lights, more pronounced bulb-outs, and other means to slow vehicles down. Other traffic calming measures will be incorporated throughout Monterey Road to help keep vehicle speeds down.

The sidewalk areas will be enhanced by installing new, brighter light fixtures utilizing the existing poles, repairing irrigation systems, and replacing unhealthy trees.

This investment package provides funds for revitalization of the median with the goal to protect existing (healthy) trees, repair the irrigation systems, beautify the ground cover area in a manner that considers the City's annual public events, create a versatile lighting system for the median trees, and upgrade the electrical system for public events.

If a new location can be found for the Veteran's Memorial located at First Street that properly honors Morgan Hill's veterans and satisfies local veterans groups, the First Street/Monterey Road intersection is being proposed to be reconfigured.

Two significant items that are not provided for as part of this funding package but should be noted are lane reductions and left turn lanes. While the narrowing of Monterey Road from two lanes to one in each direction continues to be debated (and the community continues to be divided on this issue), per previous council direction the proposed plan is to leave it as is.

It is also worth noting that left turning lanes onto First and Third Streets may be necessary to attract retail tenants to the Downtown Opportunity sites. While the proposed plan does not address this need, it is an issue that may need to be addressed during the RFQ/P process for the development of these properties.

Downtown Placemaking Investment Strategy Narrative

Parks & Trails



As the downtown matures, parks, trails and open spaces will be one of the most critical opportunities to introduce vitality and activity to the historic destination that is the City's center. These built spaces will also help define the Downtown neighborhood's character and the quality of life for residents and visitors. The public spaces that are created will be developed with the intent to increase social and financial dividends of Downtown; adding an additional reason to visit Downtown and extending people's stay once they have arrived

The development of parks, trails, and open spaces for the downtown area has been a discussed for years. Several planning documents have been created to support the creation of downtown parks and trails, including the Parks and

Recreation Master Plan, Bikeways and Trails Master Plan, Downtown Parks and Open Spaces: A Community Discussion and the Downtown Specific Plan.

In June of 2012, the City engaged residents through a discussion process about Downtown Parks and Open Spaces where several themes surfaced and many good ideas were shared. In recent engagement, several of these themes were repeated.

- Family oriented activities that attract people
- Active wellness and fitness opportunities
- Pet friendly features
- Creating a park feel through the entire downtown
- Connecting park/open space areas and new residences in the downtown
- Passive park areas and attractive outdoor spaces
- Trails to and in the downtown

Downtown Placemaking Investment Strategy Narrative

Downtown Park and Trail Development

To develop the best plan possible, this investment strategy recommends simultaneously leveraging park impact funds with other bond investment funded projects to carry out the parks and trails component of the Downtown Placemaking Investment Plan. The plan includes three key elements, a Hill Top Trail, Park Development and Open Space Connections.

Hill Top Trail

The Hill Top Trail would create a hiking trail that would travel from Dunne Avenue to Third Street over Nob Hill, on the City owned property where the water tower resides. The trail would create a hiking connection that could serve as an alternate extension from the current West Little Llagas Creek Trail, linking hikers to the center of the downtown. With this trail addition and future plans for the West Little Llagas Creek Trail to extend south to Silveria Park, the trail will become an even greater asset to the downtown and the entire community. Additionally the construction of a “fitness loop” in



this area of ¼ to ½ mile in length could provide a convenient exercise location for downtown residents and visitors.

Downtown Parks

The proposal consists of creating two new park areas. The first would be located on the City owned open space off Third Street, on the west side of Monterey Road. The second would be the creation of a park on the east side of the Monterey Road, utilizing a portion of the parking adjacent to the railroad tracks on Depot Street, at Third Street, next to the train station. Creation of the two park areas on opposite sides of the downtown reinforces the east-west spine that will inspire the active village envisioned in the Specific Plan and encourage visitors to travel to and through the downtown when visiting the park spaces.

The downtown parks and trails will be designed through a single process that will incorporate multiple elements between these locations. While a passive park element has been discussed in past plans, it will be important to include active park features that encourage people to visit and move to and around the downtown. As designs for these park spaces are created, the appropriateness of elements being incorporated at each site will be evaluated.

Downtown Placemaking Investment Strategy Narrative

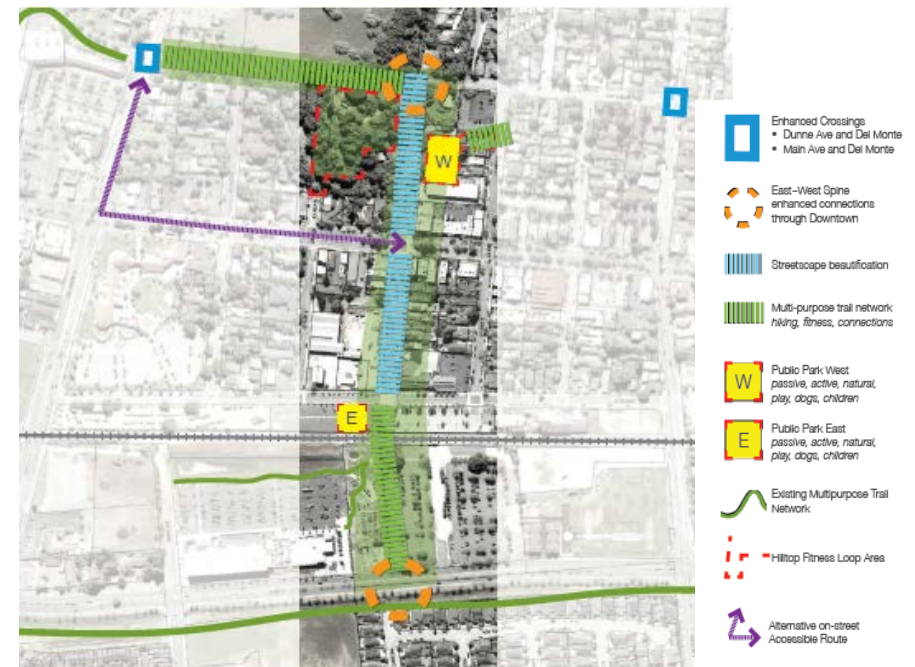
Elements that should be considered include:

- Active adventure or universal access Playgrounds
- Shade
- Seating
- Mini dog park
- Open spaces
- Interpretive features
- Public art
- Interesting lighting

Community Connections

The connections between our open spaces and the other areas of downtown are also part of the proposal. Connections will be developed with an eye towards the overall placemaking strategy, and the opportunity to “knit” the downtown fabric together. One specific opportunity would include working with the Water District to develop a path between Second Street and the Third Street Park area, as that is already a frequently travelled route by youth traversing to and from Britton School.

Downtown Park Trail Connections



Downtown Placemaking Investment Strategy Narrative

Art, Lighting, Features and Wayfinding



This section of the Placemaking Investment Strategy focuses on amenities that help create special elements which will draw citizens and visitors alike. With the retail industry downsizing and the impact of the internet on retail sales, providing consumers a special experience is what will influence

them to spend their limited discretionary dollars in Morgan Hill.

Creating a unique, fun and social environment is accomplished by creating places that offer people many things to do—ideally 10 different things to do, like offering places to eat, shop, sit, play, experience history, art, interesting design, offering entertainment and places for families, children and pets.

The proposed recommendation provides funding for public art, pedestrian and bicycle amenities, landscaping/beautification, and night lighting, both for safety and aesthetics, funding for various features and amenities that enhance public spaces and public facilities, including flowerbaskets, murals, banners, wayfinding signage, and other

features. Through creative thinking, safety elements like crossings at Dunne and Main at Del Monte funded through Safe Routes to School could be designed to be creative, artsy and visually appealing crosswalks that not only increase safety but create an interesting environment.

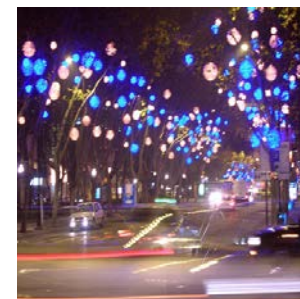
These amenities will rejuvenate the streetscape, connect our public spaces and brighten the public facilities, by creating a tapestry of culture and identity for the community. This investment is intended to create the pizzazz that will attract visitors again and again to discover and enjoy the Downtown.



Art & Technology



Bike Racks



Street Illumination

Finance Plan

On September 11, 2013, the City Council affirmed its previous decision (February 2012) to spend \$5,000,000 (or 20 percent) of its remaining former Redevelopment Agency bond proceeds on Monterey Road streetscape improvements and downtown side street renovations. In order to fulfill the vision and goals for the Downtown Placemaking Investment projects as described throughout this report. The majority of the investment would be through use of unexpended bond proceeds, with the Park Development Fund and Safe Routes to School responsible for the balance of the costs.

In total, the recommended projects have an estimated cost of \$6,480,000 and would be funded as itemized below:

<u>Source</u>	<u>Amount</u>
Bond Proceeds	\$5,330,000
Park Development Fund	\$1,000,000
<u>Safe Routes to School</u>	<u>\$150,000</u>
Total	\$6,480,000

As previously discussed, it was determined that an accelerated bond spending plan would be required to comply with the bond's tax exempt status and, as such, the recommended FY 14 – 15 Capital Improvement Program (CIP) includes the use of bond proceeds. In addition, staff has included the \$1,000,000 park/trail expenditure in the CIP.

It is also important to note that the estimated cost for the parking garage and reconstruction of 4th Street are greater than projected in September 2013. The City Council will be asked to reprioritize its approved bond spending plan at an upcoming meeting when it considers the acquisition of the Sunsweet site for the parking garage.

Appendix

- a. Project Description and Cost Estimates
- b. Engagement Process
- c. Community Feedback on Downtown Projects Outreach
- d. City of Morgan Hill Downtown Improvement - List of Potential Projects
- e. Reference Materials Available on the City's Website (www.morgan-hill.ca.gov):
 - i. ["Ideas Book" on Tourism](#)
 - ii. [Downtown Specific Plan](#)
 - iii. [Long Range Property Management Plan](#)

Morgan Hill Downtown Placemaking Investment Plan

Project Descriptions and Cost Estimates

Parking

<u>Project</u>	<u>Description</u>	<u>Estimated Cost</u>	<u>Notes</u>
Multi-level Parking Structure **Project scope and cost to be refined prior to June Council meeting**	Construct 3-story 275 parking stall parking structure. Includes property purchase, permits, design, construction, and inspection. The design will include façade upgrades.	\$13,209,000	
East Fourth Street Improvements **Project scope and cost to be refined prior to June Council meeting**	Completely reconstruct Fourth Street between Monterey Road and Depot. Includes utility undergrounding, removal and replacement of curb, gutter, sidewalks, and roadway pavement, and new street lights.	\$1,720,000	
Water and Sewer Upgrades - Fourth Street	Replace aging water and sewer lines in Fourth Street with new.	\$400,000	Source of Funds: Water and Sewer Operations
Commerical Structure	Construct approx. 4,000 SF commercial structure adjacent to parking structure having Third Street East frontage	\$1,000,000	

Appendix A

Downtown Paking Lots	Improve circulation and safety of existing City-owned parking lots by repairing damaged pavement, installing new striping and lighting. Opportunities will be sought to join with privately owned lots to improve overall parking.	\$1,000,000
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\$17,329,000

Side Street Improvements

<u>Project</u>	<u>Description</u>	<u>Estimated Cost</u>
East First Street Utility Undergrounding	Place overhead utility lines in underground facilities in First Street between Monterey Road and Depot. Remove power poles	\$460,000
East Second Street Utility Undergrounding	Place overhead utility lines in underground facilities in Second Street between Monterey Road and Depot. Remove power poles	\$425,000
Eastside Alley Utility Undergrounding	Place overhead utility lines in underground facilities in alleyway behind commercial buildings between East Main Avenue and East Third Street. Remove power poles	\$1,000,000

Appendix A

West Third Street Utility Undergrounding	Place overhead utility lines in underground facilities in West Third Street between Monterey Road and Del Monte Avenue. Remove power poles.	\$500,000	
East Third Street Utility Undergrounding	Convert remaining residential overhead service lines to underground service. Remove poles.	\$30,000	
East First Street - New Street Lights	Place new street lights on First Street between Monterey and Depot	\$25,000	
East Second Street - New Street Lights	Place new street lights on Second Street between Monterey and Depot	\$25,000	
Third Street Improvements	Remove central park area, bollards and fountain to allow sufficient room for larger fire apparatus necessary for denser development along Third Street East. Roadway to be upgraded for pedestrian and bicycle friendly access. Includes new street lights.	\$390,000	Estimate does not include full investment. Project to be combined with Third Street Promenade settlement proceeds to repair pavers. Value of proceeds unknown at this time.

Appendix A

Sidewalk Repair/Parkway Renovation	Remove and replace broken sidewalk and renovate sidewalk parkways throughout the downtown area. Del Monte to the west, Depot to the east, Main Avenue to the north and Dunne Avenue to the south. Sidewalk parkways will be renovated at various locations to enhance aesthetics and provide consistency.	\$300,000
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\$3,155,000

Monterey Road Improvements

<u>Project</u>	<u>Description</u>	<u>Estimated Cost</u>
Repair Irrigation in Sidewalks	Repair irrigation systems serving landscaping in sidewalk areas along both sides of Monterey Road between Main Avenue and Dunne Avenue.	\$75,000
Repair Irrigation in Median	Repair irrigation systems serving landscaping in Monterey Road median between Main Avenue and Dunne Avenue.	\$150,000

Appendix A

Median Upgrades	Provide aesthetic improvements to the Monterey Road median from Main Avenue to Dunne Avenue. Improvements include protection and uplighting of trees, removal and replacement of unhealthy trees, new landscaping and hardscaping, and other electrical upgrades to support community events.	\$750,000
Upgrade Street Lights	Upgrade existing light fixtures along Monterey Road from Main Avenue to to Dunne Avenue.	\$100,000
Pedestian Crossing Improvments and Traffic Calming	Improve pedestrian safety at all downtown intersection crossings by upgrading lighting and visibility. Install traffic calming measures throughout Monterey Road between Main Avenue and Dunne Avenue to slow vehicular traffic and improve aesthetic appearance.	\$600,000
		\$1,675,000

Parks& Trails

<u>Project</u>	<u>Description</u>	<u>Estimated Cost</u>
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Appendix A

Establish Downtown Parks and Trails and pedestrian crossings	Utilizing City-owned property and right-of-way, create new downtown parks along the Third Street axis (between Del Monte to Depot). Install new hilltop trail on Nob Hill adjacent to the City water reservoir.	\$1,150,000	Funding Source: Park Impact Funds, Safe Routes to Schools (\$150,000)
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\$1,150,000

Art, Light, Features and Wayfinding

<u>Project</u>	<u>Description</u>	<u>Estimated Cost</u>
Downtown Art, Light, Features and Wayfinding	Install a variety of public art, lighting treatments, placemaking features and wayfinding signs throughout and integrated with all other proposed downtown investments.	\$500,000
		\$500,000

Downtown Investment

\$23,809,000

Appendix B

Engagement Process

Group Outreach Meetings

March 17, 2014	Morgan Hill Presents (Large MH event organizers)
March 18, 2014	Boards of Chamber of Commerce, Downtown Association, & PBID
April 15, 2014	City Teammates
April 17, 2014	Follow-up with Boards of Chamber of Commerce, Downtown Association & PBID
April 21, 2014	Downtown Residents
April 24, 2014	Community wide

One-on-One Outreach Meetings with Businesses with Outdoor Dining

March 14 - April 2, 2014	Noah's Bistro Ladera Grill Rosy's at the Beach Rigatoni's Vines, Grinds and Automobiles Tracey Jeanot - Property owner on W. 3rd St
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Email Communications

April 2 - April 23, 2014	Marianne Knight Dasovic Family (property owner's on E. 3rd St.) Fred Gomez
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Email Blasts

April 10, 2014	Announcing meetings on April 17, 21, & 24
April 21, 2014	Reminder of meetings April 21 & 24 with link to project list
April 21, 2014	Initiation to take online survey with link to survey



Appendix B Engagement Process

Website: News Flashes on Home Page / Links on Downtown Improvements Page

April 18, 2014 Announcing meetings on April 21, & 24
April 21, 2014 Link to project list
April 21, 2014 Link to online survey

Facebook: City of Morgan Hill Engage

April 10, 2014 Announcing meetings on April 17, 21, & 24
April 18, 2014 Reminder of meetings on April 21 & 24
April 21, 2014 Reminder of meetings and link to project list
April 21, 2014 Initiation to take online survey with link

Online Survey

April 21 - April 28, 2014

USPS Mail

April 10, 2014 Postcards mailed to downtown residents inviting them to April 21 meeting



**DOWNTOWN MORGAN HILL...
IT'S HAPPENING!**

**YOU ARE INVITED TO PROVIDE YOUR
INPUT ON MORGAN HILL DOWNTOWN
IMPROVEMENT PROJECTS**



Over **80** individuals participated in the outreach meetings.

131 individuals responded to the survey with a total of **283** comments provided.

Through the use of email blasts and social media over **22, 000** **contacts** were made informing our community of outreach meetings, providing a link for online review of the potential projects list, and the opportunity to provide input through our online survey.

Appendix C

Community Feedback on Downtown Projects Outreach

Date	Who	City Team	Highlights from Meeting	Action Items	Responsible Party
03/14/14	Noah's Bistro Cafe Sadik Azar	Leslie/Karl	Owner had a lot of observations similar to what we have heard....need for side street lighting, better street lighting , would love to remove most of his planters (would like trees at the outer boundary to delineate the adjoining businesses and feels planters take up too much room) , concerns over parking not being located on the north end of the DT...concern over the dirt lot adjacent to him that is owned by Gale Richter.... lots of Specialized events...parties of 30 – 50. He didn't know we would be putting the DT Mall up for sale either, so that was good info to impart....maybe something more lively will go there to help bridge his separation from the other restaurants to the south, near third		
03/17/14	MH Big Event Organizers	Leslie/Karl/ Maureen/Jolie/ Patrick	Good Meeting. Group was glad we attended. Would like us to return when there is more definite information.	1.) Create Calendar with all events and relevant construction impact dates. 2.) Digital map that shows all event locations/dates and construction impacts	Patrick/Maureen Sunday Minnich
03/18/14	PBID/ Chamber Board/ DA Board	Karl/Maureen/ Patrick	Good meeting with lots of input. Downtown Improvement Project Outreach Meeting 3 18.docx	1.) Follow-up meeting with same group within month with updated list that includes associated cost	Patrick/Maureen
03/18/14	Rigatoni's Randi Bara	Karl	Likes the trees and the planter boxes. Wished the flowers were maintained a little better but overall happy with them. Does not like the trees that are at-grade (no planter box - no tree grate - just decomposed granite in tree well) because outdoor chairs have a hard time in them. Would like irrigation fixed. Thinks the median looks too barren - needs plants & shrubs.		

Appendix C

Community Feedback on Downtown Projects Outreach

Date	Who	City Team	Highlights from Meeting	Action Items	Responsible Party
			Only complaint about sidewalks is kids on bikes and scooters who are inconsiderate to outdoor dining customers.		
03/18/14	Rosy's Rosy Bergin	Leslie/Karl	<p>Would like to see the old VTA bus stop pole removed.</p> <p>Likes the trellis and vines on trellis.</p> <p>Likes the trees and the planters.</p> <p>Irrigation needs to be fixed.</p> <p>Would like the ability to run irrigation to planter boxes provided by restaurant.</p> <p>Would like to see more bike racks.</p> <p>Can we re-purpose the large flat platforms for musicians or bike racks, or other?</p> <p>Would like to consider the idea of moving outdoor dining table towards the building and moving the pedestrian walkway towards the street.</p> <p>Feels the median hump induces drivers to go faster (they feel like they are in a tunnel).</p> <p>Where possible, would like to see the median flattened.</p> <p>Likes the trees in the median.</p> <p>Keep the trees by putting boxes or walls around them.</p> <p>Need to fix/upgrade electrical outlets in median.</p> <p>Would like to see Monterey Road reduced to one lane in each direction.</p> <p>Would like to find a way to slow traffic down on Monterey Road.</p> <p>For the Third Street pedestrian crossing over Monterey Road would prefer a low-tech approach to making it safer. Suggests flags for pedestrians to use.</p> <p>Not crazy about more lights and signage to make crossing safer.</p>		
03/18/14	Ladera Grill Cathy McCraney	Leslie/Karl	<p>Likes the trees and the planters.</p> <p>If trees and planters were removed, it would provide more</p>		

Appendix C

Community Feedback on Downtown Projects Outreach

Date	Who	City Team	Highlights from Meeting	Action Items	Responsible Party
			<p>space for diners but does not feel that strongly about it.</p> <p>Fix irrigation.</p> <p>For median, keep the trees and do not lose them just to lower the berm.</p> <p>Median needs more plant life.</p> <p>Third Street pedestrian crossing - sees no problems and gets no complaints from customers.</p> <p>Really likes the parking structure project.</p>		
03/18/14	Vines, Grinds & Auto Renee Carillo	Leslie/Karl	<p>Likes the sidewalk area the way it is.</p> <p>Loves the trees and planters.</p> <p>Fix irrigation.</p> <p>Would like more bike racks</p> <p>Would like a public trash and recycling cans re-established on her corner.</p> <p>Would love to see more public art.</p> <p>Parking lot behind her building very unsafe at night. Won't allow her employees to take trash out at night through the parking lot. Needs more light!</p> <p>Save the Granada!</p>		
4/2/14	Communication with Dasovich Family on 3 rd St.	Leslie	<p>Response from family</p> <p>RE Downtown Activities - Dasovic Family.pdf</p>	Communicate back that cars parked in front of driveways needs to be communicated to PD	Karl? Leslie?
4/2/14	Tracey Jeanot - (deceased 4/16) property owner next to potential 3 rd St Park	Chris Ghione/Maureen	<p>Discussion relating to potential 3rd St park and Hill top trail:</p> <p>Enjoy the trees and open space. They pick up garbage on city property</p> <p>There dogs bark at people on the City property and they have encouraged it.</p> <p>Don't want a solid fence between their property and park.</p> <p>Maybe 3 1/2 ft shrubbery to create a block?</p>	Wondering if the City would be interested in a property line adjustment as there is an easement that runs right through their driveway.	Leslie?

Appendix C

Community Feedback on Downtown Projects Outreach

Date	Who	City Team	Highlights from Meeting	Action Items	Responsible Party
			DON'T WANT A TOT LOT!!! Issue with lights if park has lights. One hour parking only or no parking in front of park Maybe there could be a walking bridge over creek and entrance could be on east side Maybe community garden could be there Would like to see something different...educational, native plants, walking trail through it PAR course idea would be OK Need a speed bump before bridge		
04/7/14	Call from Margaret Johnston on replacing downtown trees	Tony	Outreach meeting notes\Re_Call from Margaret Johnston.pdf		
04/13/14	Email from Marianne Knight	Maureen	Outreach meeting notes\Downtown Plan Input_Marianne Knight.pdf		
4/15/14	Teammate Meeting @DSC Grand 12PM	Patrick/Maureen	Outreach meeting notes\Downtown Improvement Project Teammate Outreach Meeting 4_15.docx		
4/17/14	2 nd Meeting PBID/Chamber Board/DA Board @ CCC 9:30AM	Patrick/Maureen	Outreach meeting notes\Downtown Improvement Project Outreach Meeting 4-17.docx		
04/18/14	Email from Fred Gomez on Trees & Irrigation	Maureen	Outreach meeting notes\Trees_planters and irrigation suggestion.htm		

Appendix C

Community Feedback on Downtown Projects Outreach

Date	Who	City Team	Highlights from Meeting	Action Items	Responsible Party
4/21/14	Downtown Resident Meeting - @BookSmart 7PM	Patrick/Maureen	Outreach meeting notes\Downtown Improvement Project Outreach Meeting 4-21.docx Outreach meeting notes\Downtown MH Potential Projects Priority Ratings 4_21_14.pdf		
4/23/14	2nd email from Marianne Knight	Maureen	Outreach meeting notes\Downtown Renewal Marianne Knight.pdf		
4/24/14	Community Meeting @CCC 7PM	Patrick/Maureen	Outreach meeting notes\Downtown Improvement Project Outreach Meeting 4-24.docx		
04/25/14	Online Survey Results	Maureen	Downtown Improvement Projects Survey 4_14.xls		

Appendix D
City of Morgan Hill Downtown Improvement - List of Potential Projects (Final)

Item No.	Description	Scope/Location	Source
I. PARKING STRUCTURE			
1	Parking Structure 4/24/14 Community Meeting - Electric car chargers in garage	Design, Acquire Site, Construct all site work, etc	
2	Fourth Street (between Monterey Rd and Depot Street) - Full Roadway Reconstruction	Reconstruct entire block and stripe two-way left turn lane since entrance/exit to proposed parking structure will be on Fourth Street. Will also replace curb and gutter and lighting as-needed on both sides of street except for frontage along proposed Sunsweet Development Project	City DT Team
3	Fourth Street (East Block) - Underground Overhead Utilities	Place utilities underground between Depot Street and Monterey Road	City DT Team
4	Install new street light poles and fixtures along Fourth Street	Install new street lighting along between Depot Street and Monterey Road	City DT Team
5	Water and Sewer Mains Replacement		
II. ROAD WORK			
6	First and Second Streets (East Blocks) - Remove and replace broken curb, gutter, sidewalk (as-needed)	Remove and replace broken curb, gutter, sidewalk between Depot Street and Monterey Road	City DT Team
7	First and Second Streets (West blocks) - Remove and replace broken curb, gutter, sidewalk (as-needed)	Remove and replace broken curb, gutter, sidewalk between Del Monte Ave and Monterey Road	City DT Team
8	West Fourth Street and West Fifth Street (between Del Monte Ave and Monterey Rd) - Pavement Overlay	Repave these blocks	3/18/14 Chamber, Downtown Assoc, PRID Mtg
9	Third Street Improvements - replace roadway pavers	Replace pavers and reconstruct Third Street between Monterey Road and Depot Street	City DT Team
10	Third Street Improvements - light fixtures	Light fixtures along Third Street Promenade should be replaced to match the rest of downtown. Overall look of Third Street should be similar to Fourth Street and Depot Street. A "do over" is needed	3/18/14 Chamber, Downtown Assoc, PRID Mtg
11	Pedestrian Crossing Improvements at intersections along Monterey Road	Improve pedestrian safety with signage, bulb-outs, bollards, ped-activated crosswalks, increased lighting and other traffic control devices	2011 Monterey Road Schematic Report
12	Pedestrian Crossing Improvements at intersections along Monterey Road	Pedestrians hand carry flags when crossing the Monterey Road (low tech solution that could also be seasonally festive)	3/18/14 Chamber, Downtown Assoc, PRID Mtg
13	Traffic calming measures	Install at intersections along Monterey Road. Consider Intersection tables at crosswalks	2011 Monterey Road Schematic Report
14	Bike sharrows (markings placed in center of a travel lane indicating that bicyclists may use the full lane)	Stripe and signage for bike sharrows along Monterey Road	City DT Team
15	Remove left turns at Monterey Road/Fifth Street intersection 4/21/14 outreach mtg - Don't remove this. People use for U turns	Close intersection at Monterey Rd/Fifth Street for south and north bound left turns.	3/18/14 Chamber, Downtown Assoc, PRID Mtg
16	Add southbound left-turn at Monterey Rd/Third Street intersection 4/17/14 Outreach mtg - no one liked this idea	Reopen intersection at Monterey Rd/Third Street for southbound left turns and other movements	City DT Team
17	Pedestrian activated crosswalk at intersection of West Dunne Ave/Del Monte Ave	Install ped-activated crosswalk at intersection of West Dunne Ave/Del Monte Ave to improve pedestrian crossing	City DT Team
18	Pedestrian activated crosswalk at intersection of West Main Street/Del Monte Ave	Install ped-activated crosswalk at intersection of West Main Ave/Del Monte Ave to improve pedestrian crossing due to proximity to Britton Middle School	4/24/14 Community Meeting

Appendix D
City of Morgan Hill Downtown Improvement - List of Potential Projects (Final)

Item No.	Description	Scope/Location	Source
19	Reduce Monterey Rd to single vehicle traffic lane with 2nd lane used as dedicated lane for bikes and non-motorized vehicles. 4/21/14 In general downtown residents are not in favor of narrowing Monterey in any manner. <i>This project is estimated for using striping, markings and signage (no realignment of any curbs)</i>	Monterey Road from Dunne Ave to Main Street. Transitions would occur before those streets	3/18/14 Chamber, Downtown Assoc, PBID Mtg
20	Reduce Monterey Rd to single vehicle traffic lane with 2nd lane used as dedicated lane for bikes and non-motorized vehicles. <i>This project is estimated for significant realignment or construction of curbs</i>	Monterey Road from Dunne Ave to Main Street. Transitions would occur before those streets	3/18/14 Chamber, Downtown Assoc, PBID Mtg
21	Relocate Veteran's Memorial		4/15/14 City Teammates Meeting
22	Isi it feasible to widen sidewalks on 1st, 2nd, and 4th (like Monterey) for dining, etc.		4/17/14 Chamber, Downtown Assoc., PBID Mtg
III. LANDSCAPING/IRRIGATION WORK			
23	Monterey Road median - upgrade landscaping	Remove unhealthy trees, flatten berm where possible, build retaining walls around trees to remain, add plants and shrubs, irrigation, etc.	2011 Monterey Road Schematic Report
24	Monterey Road median - replace irrigation	Replace broken and inoperable irrigation systems in planter areas along Monterey Road	2011 Monterey Road Schematic Report
25	Monterey Road median - install lighting at trees	Install lighting to illuminate trees	3/18/14 Chamber, Downtown Assoc, PBID Mtg
26	Monterey Road median - Install 120V electrical power	Upgrade 120V electrical power in median for street tree lighting and festival use	3/18/14 Chamber, Downtown Assoc, PBID Mtg
27	Monterey Road - Remove planter boxes and pedestals in sidewalks and replace with new street trees, new lighting	Remove existing planter boxes and seating areas and place new street trees with root barriers and tree grates. Monterey Road between Main Avenue and Dunne Avenue	City DT Team
28	Monterey Road - Remove and replace street trees in poor condition along sidewalks	Remove and replace street trees within sidewalk area	2011 Monterey Road Schematic Report
29	Monterey Road sidewalks - Install irrigation for city-maintained trees and landscaping	Install irrigation for street trees and other landscaping within Monterey Road sidewalk area	2011 Monterey Road Schematic Report
30	Monterey Road sidewalks - Install irrigation for businesses landscaping	Businesses should be able to tap into City irrigation for street /storefront landscaping and trees	3/18/14 Chamber, Downtown Assoc, PBID Mtg
31	Third Street - Remove landscaped median near Huntington Station including seating and fountain	Remove this median including seating and fountain and replace with roadway pavement to improve delivery truck movements	City DT Team
32	Put a retaining wall with steps (for seating) in median on Monterey		4/15/14 City Teammates Meeting
IV. PARKS PROJECTS			
33	West Third Street Park (mid-block between Monterey Road and Del Monte Ave) 4/17/14 Outreach mtgging- Downtown Park should be in more visiblle place	Design and construct new city park. Must determine if this will be an active or passive park. Possible site for dog park. (budget estimate is a placeholder)	June 2012 Downtown Parks & Open Spaces Study
34	Hill Top Trail (walking trail from West Third Street, up to City Water Tank and then down to Del Monte Ave) 4/21/14 DT Resident Mtgging- concern that the ground is not stable enough and will cause problems for resident below	Design and construct new trail up to City "Nob Hill Water Tank" (budget estimate is a placeholder)	2008 Trails Master Plan

Appendix D
City of Morgan Hill Downtown Improvement - List of Potential Projects (Final)

Item No.	Description	Scope/Location	Source
35	New park along Depot Street possibly near Third Street	Design and construct new city park (budget estimate is a placeholder)	June 2012 Downtown Parks & Open Spaces Study
36	Acquire land next to old house of 5th for park on Monterey		4/15/14 City Teammates Meeting
37	Dog Park downtown		4/15/14 City Teammates Meeting
38	Add park like features to retail setting		04/21/14 DT Residents Meeting
39	Turn SunSweet property into a park		04/21/14 DT Residents Meeting
40	Could 3rd Street property be a catch basin for flooding?		04/21/14 DT Residents Meeting
V. DRY UTILITY WORK			
41	Install new street light poles and fixtures along First and Second Streets	Install new street lighting along between Depot Street and Monterey Road	City DT Team
42	Upgrade existing street light <u>fixtures</u> (not entire pole) along Monterey Road	Replace street lights fixtures along Monterey Road to increase lighting levels	City DT Team
43	First Street (East Block) - Underground Overhead Utilities	Place utilities underground between Depot Street and Monterey Road	City DT Team
44	First Street (West Block) - Underground Overhead Utilities	Place utilities underground between Del Monte Ave and Monterey Road	City DT Team
45	Second Street (East Block) - Underground Overhead Utilities	Place utilities underground between Depot Street and Monterey Road	City DT Team
46	Second Street (West Block) - Underground Overhead Utilities	Place utilities underground between Del Monte Ave and Monterey Road	City DT Team
47	Third Street (East Block) - Underground temporary poles at three homes	Complete private property conversions at three home along Third Street, east of Monterey Road	3/18/14 Chamber, Downtown Assoc, PBID Mtg
48	Third Street (West Block) - Underground Overhead Utilities	Place utilities underground between Del Monte Ave and Monterey Road	3/18/14 Chamber, Downtown Assoc, PBID Mtg
49	Del Monte Ave Street - Underground Overhead Utilities	Place utilities underground between Third Street and Main Street	City DT Team
50	Install conduit for City's fiber		4/15/14 City Teammates Meeting 4/17/14
VI. WET UTILITY WORK			
51	Relocate sewer line out of alley	Relocate sewer line from alley between First Street and Third Street to accommodate future development of opportunity sites	City DT Team
52	Upsize sewer lines on roadways to receive new pavement	Replace and upsize sewer lines along street sections that will receive pavement overlay	City DT Team
53	Upsize and/or replace aged water lines along any roadways to receive new pavement and for system upgrades	Replace and upsize water lines for improved water supply for downtown including better fire flow and less pressure fluctuations	City DT Team
54	Downtown bathroom, 4/17/14 Outreach mtg- What about maintenance?		4/15/14 City Teammates Meeting
VII. STREETSCAPE AND PLACEMAKING ENHANCEMENTS			

Appendix D
City of Morgan Hill Downtown Improvement - List of Potential Projects (Final)

Item No.	Description	Scope/Location	Source
55	Procure new banners and install banner holders on existing street light poles	Along Monterey Road	City DT Team
56	Gateway features	Install "gateway" signage and other improvements at Monterey Rd/Main Street and Monterey Rd/Dunne Ave	2011 Monterey Road Schematic Report
57	New street furniture (benches, trash receptacles, etc) 3/18/14 & 4/15/14 outreach mtgs - benches and trash receptacles have just been replaced this is not necessary	Along Monterey Road	2011 Monterey Road Schematic Report
58	Festival lights along Third Street	Install overhead "festival lights" along Third Street between Monterey Road and Depot Street	City DT Team
59	Way-Finding Signs	Throughout downtown including for citizens to locate the parking structure	2011 Monterey Road Schematic Report
60	Install banner across Monterey Road to introduce festivals and other downtown events	Install poles and cable to install banner across Monterey Road to announce festivals and other downtown events	3/18/14 Chamber, Downtown Assoc, PRID Mtg
61	Public Restroom	Include a public restroom in the new parking garage	3/18/14 Chamber, Downtown Assoc, PRID Mtg
62	Bike Racks	Throughout downtown	2011 Monterey Road Schematic Report
63	Bus Shelters	Remove bus shelter in front of Rosy's at the beach (bus stop was relocated to south side of Third Street intersection). Rosy would prefer shelter stay as it is being used as a trellis for outdoor dining	City DT Team
64	Demonstration "Parklets" 4/21/14 DT Residents meeting - have restaurants manage parklets in front of their establishments	Install one or two "parklets" as demonstration ("temporary only") projects	City DT Team
65	Community and Cultural Center should be more connected to Downtown core	Through Way-Finding Signs and other efforts	3/18/14 Chamber, Downtown Assoc, PRID Mtg
66	Install sound system along Monterey Road and possibly Depot Street	Sound system for playing music or broadcasting live music from bandstand at Community and Cultural Center and other purposes	3/18/14 Chamber, Downtown Assoc, PRID Mtg
67	Velcro sign attachments to make it easier to post "no parking" signs for events		3/18/14 Chamber, Downtown Assoc, PRID Mtg
68	Additional Public art 3/18/14 outreach mtg - shouldn't be funded by bond proceeds 4/15/14 outreach mtg - shouldn't be funded by bond proceeds	Various locations	City DT Team
69	Play structures 4/24/14 Community Meeting - High Priority	to be determined	City DT Team
70	Drinking fountains in downtown		4/24/14 Community Meeting
71	Downtown "square" where liquor store property is		4/24/14 Community Meeting
72	No Fake Flower Baskets		4/24/14 Community Meeting